

MOON PLATOON



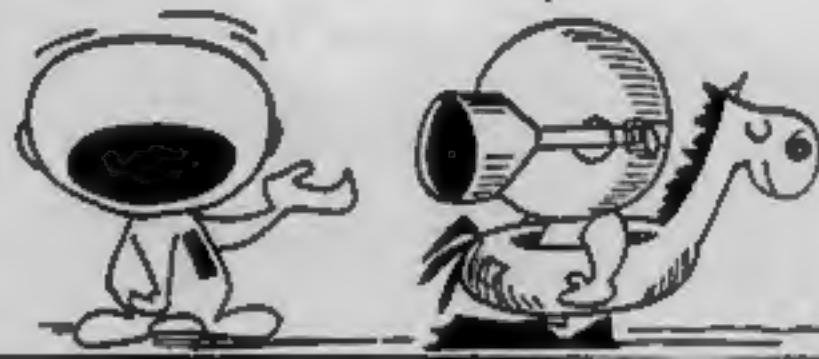
MOON PLATOON

BROWN! WHAT KIND OF EQUIPMENT
IS THAT FOR A LUNAR BEACH?

THE NEW YORK TIMES
JOIN NOW!
OPERATION
MOON SHOT



LUNAR BEACH? I THOUGHT I
VOLUNTEERED FOR LAGUNA BEACH!



MOON PLATOON

SIR ... I WANT TO GO WITH YOU
ON YOUR MOON EXPLOITATION!

JOIN NOW!
OPERATION
MOON SHOT



THAT'S EXPLORATION SCHULTZE!



MOON PLATOON

O'LEARY ... WHY DO YOU WANT
TO GO ... DUTY ... PATRIOTISM ...
FAME ... ADVENTURE?



HECK NO ... IT'S THE ONLY
JOB I COULD GET!



MOON PLATOON

O'LEARY COMPLETES OUR
MOON PLATOON . . . LET'S
POSE FOR A PICTURE.



READY . . . SOUND OFF!
ONE!

TWO!

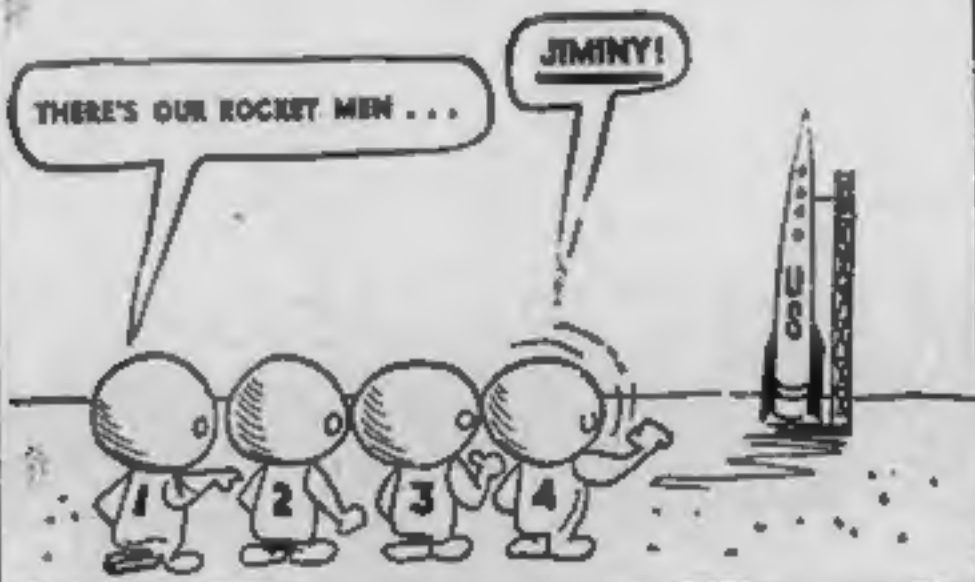
THREE!



O'LEARY



MOON PLATOON



Fun 'Moon Platoon' Blasts Off Soon

By Ray Erwin

Moon madness breaks out in inner and outer space in a new cosmic comic strip that's coming to newspapers with the arrival of the New Year of 1966.

The cartoon: "Moon Platoon."

The cartoonist: John Koch.

The format: Daily comic strip and one-third page Sunday color comic.

The release: Jan. 3.

The distributor: Spadea Syndicate.

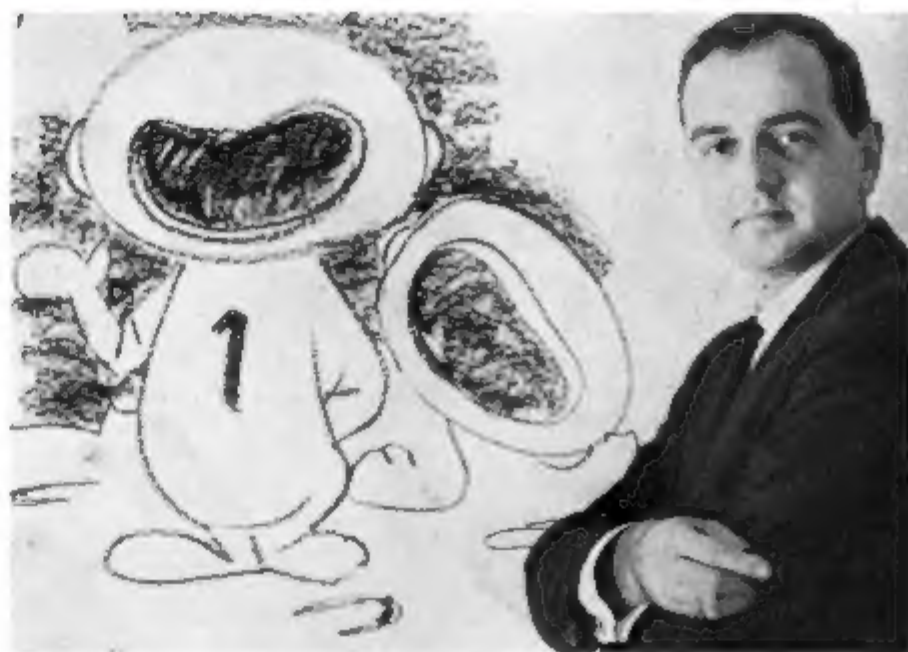
The New Year blast-off of "Moon Platoon" will have faceless (at least their faces are hidden in space helmets) spacemen romping through the daily comics with laughs for the whole family. Each day's strip is complete with a gag, although the plot of a situation will in some instances extend over several days. The blast-off boys will appear in color on Sundays, too.

"This is one rocket race which newspaper readers will grasp,"

said James V. Spadea, president and editor of the syndicate that bears his name. "It's not factual, it's not informative, it's not the least bit educational but it is humorous. We believe it's one of the freshest comic strips to come along in years. This isn't new from the standpoint that a strip about outer space is new—it isn't—but the approach and style is new."

The cartoon's creator, John Koch, an art director on the creative staff of Procter & Gamble in Cincinnati, was asked if he can continue to keep the strip fresh and funny.

"There's no problem from that standpoint," he answered. "Since my characters aren't factual, I plan to use situations which might occur here on the earth. But because of the location of the strip—the moon—the situations can be made even more absurd. You just have to admit there is no more timely subject than the moon exploration and



KOCH & KARACTER—John Koch and one of the spacemen he created for "Moon Platoon."

space shots. What a chance for people to see the 'light' side of it."

Mr. Koch then was asked what his spacemen look like behind their helmets.

Mental Image

"When a person reads a book, he does not 'see' the characters—he imagines what the characters look like," was the cartoonist's explanation. "I felt it would be fun to let readers make up their own mental images of my creations, either through association with ideas or people they know who may have some of the same traits or personality characteristics. I think people have more imagination than we often tend to—well, imagine."

Here's what he offered in the way of a biographical sketch:

"Sorry, I wasn't born in a log cabin, or under a star appearing in the East. I'm not even the son of some Serbian nobility. My mother is not the long-sought Anastasia. You'll have to somehow fake it."

"A native of Cincinnati; graduated with a degree in art and advertising design. While in the service and in school, I did many cartoons for various house journals. Designed my own home, which in 1962 became a five-star home in *Better Homes and Gardens Magazine*. Hobbies include—naturally art—decorating, gardening, swimming."

Mr. Koch wrote two children's books dealing with cowboys and Indians, which Spadea Syndicate published after distributing them for Sunday color comics in its "Children's Book" feature.

'Frank & Ernie'

(Continued from page 56)

highly-legible captions instead of hand-lettered ones and often is unusual in its makeup and presentation.

"It employs techniques and skills that are unusual and have not been employed in the comic strip media," asserted Mr. Higgins.

Change Needed

"The writing of comics has progressed tremendously, but if you look at the comic pages of today and compare them with those of 25 years ago there is very little, if any, change to the eye," said Mr. Sheehan. "In this time, radio, tv, and motion pictures have made giant strides forward while strips virtually have stood still. All too often the cry is heard that readers are forsaking the comics. Nonsense! Comics will always be with us, but I feel we have been slow in keeping pace with the changing times and in step with the readers of newspapers."

Syndicate Sentences

Managing Editor Charles T. Alexander Jr., Wilmington (Del.) *News-Journal*, wrote John Osenenko, executive vice-president of the Bell-McClure Syndicate, about his experience with George Fett's comic strip:

"We dropped 'Sniffy' from our comics page Oct. 18. Before I could formulate notice of cancellation I was getting phone calls from indignant parents—both in behalf of their children and in their own behalf—and letters from youngsters who had obviously just learned to write their own name. Then came a petition from about 30 students at what we regard as one of our showcase high schools. Then more letters and calls from readers of all ages. 'Sniffy' returned on Oct. 25."

How do these major newspapers & magazines keep their fashion pages timely and authoritative?

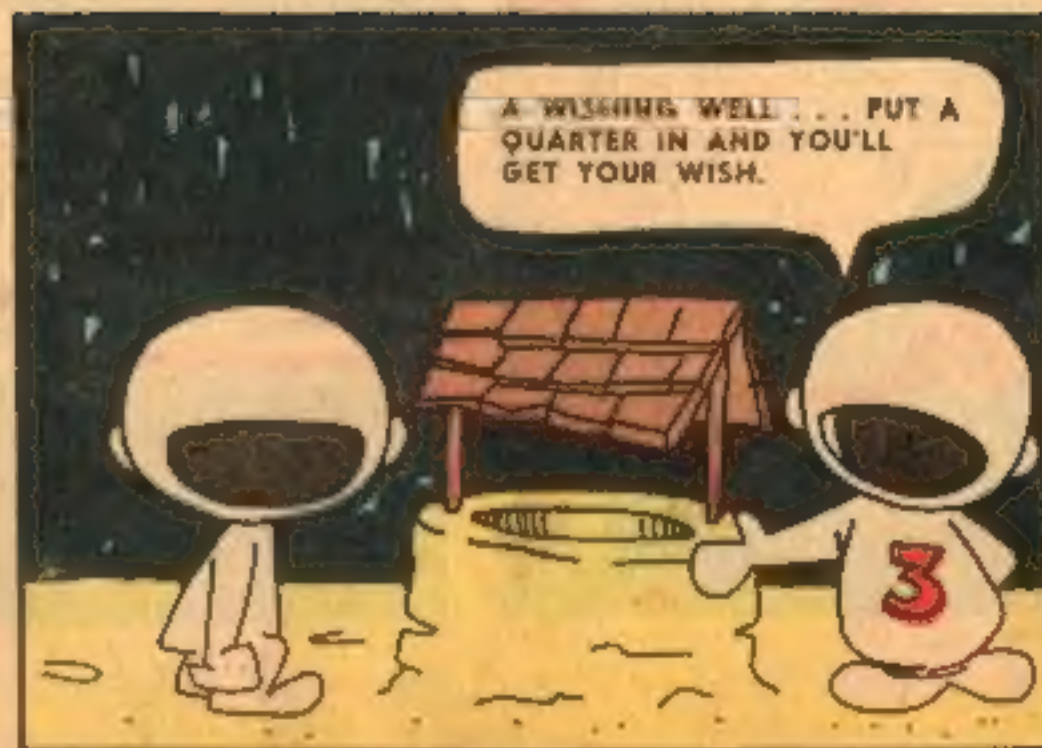
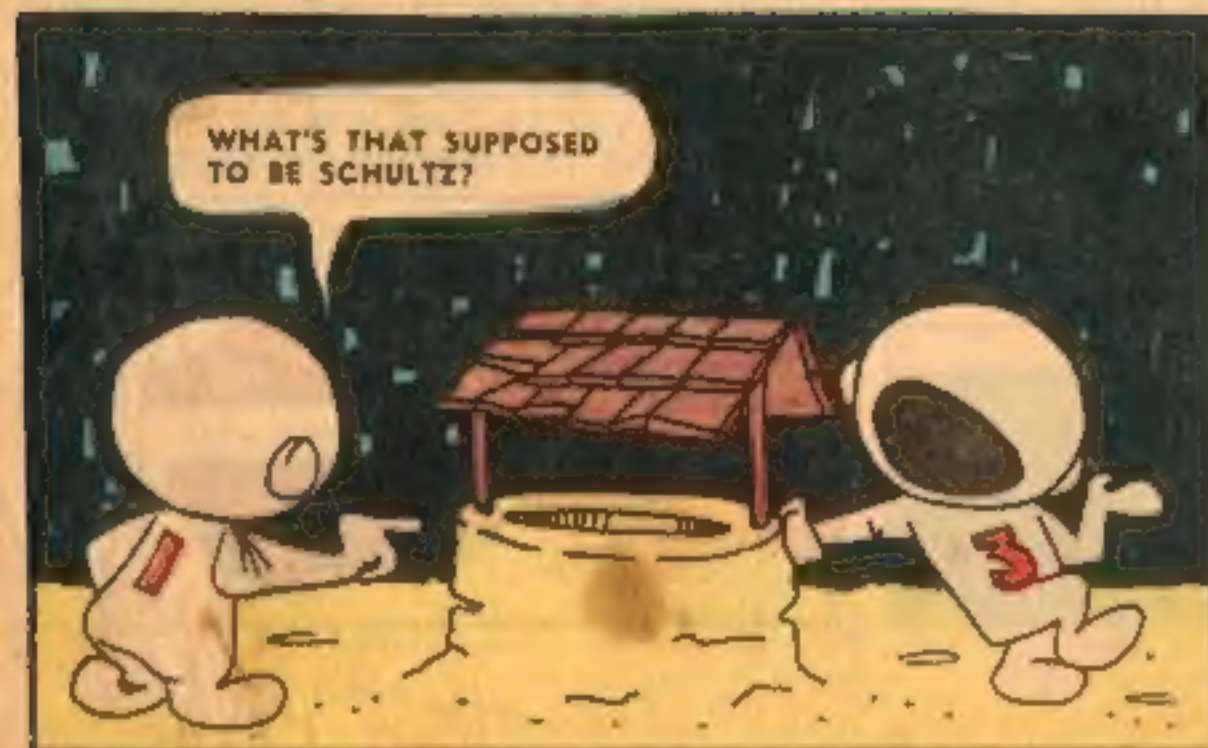


They all subscribe to the Fashion News Service of Women's Wear Daily

most authoritative source of women's fashion news

WOMEN'S WEAR DAILY • 7 EAST 12 STREET, NEW YORK 10003

moon platoon



© 1966 Spadea Synd., Inc. All Rights Reserved



MOON 2/2